

AMENDMENTS TO THE SPECIFICATION:

Please amend the paragraph beginning on page 10, line 34 as follows:

With reference to block 80 in Fig. 5, a broadcast station 18 places a floating reference content block into a broadcast stream. Metadata embedded in the stream or sent out-of-band specifies the duration and other information defining how the spot in the stream will be placed within the market. When the metadata is received by the market server 20, the market server 20 commences processing of the spot (block 82). The spot is hereinafter referred to as an advertisement spot for illustrative purposes. The market server 20 commences a bidding process to locate an optimal match between the profile of the broadcast station 14, the advertisement spots, the user(s) and available substitute content (advertisement) (block 84). To perform the content substitution process, the marker server 20 compares the metadata information contained in the floating reference content block, metadata about the broadcast station, metadata about the user, and the stored metadata associated with each possible content block (e.g., advertisement) that can be substituted. The [metatdata] metadata about each possible content block is provided to the market server 20 when the content blocks are registered as on-demand content blocks. Using this metadata, a matching process can be executed that compares the different parts of the metadata to determine an optimal match from which the content block to be substituted is determined. The search for an optimal match is completed for each user, groups of users or for the entire stream, depending on guidelines specified in the metadata. When an optimal match or matches are found, the floating reference content blocks are resolved into blocks which are no longer floating and which contain references to the content blocks of the selected substitute content (e.g., advertisement) (block 86).